

THE CUSTOMER COMES SECOND

AND OTHER SECRETS
OF EXCEPTIONAL SERVICE

HAL F. ROSENBLUTH

CEO of Rosenbluth Travel—Featured in The 100 Best
Companies to Work For in America

AND DIANE McFERRIN PETERS



Customer Comes Second And Other Secrets

M Tight



Customer Comes Second And Other Secrets:

The Customer Comes Second Hal F. Rosenbluth, Diane McFerrin Peters, 1992 In 15 years Rosenbluth has transformed a small family owned business into an industry leader grossing more than 1.5 billion annually The secret of Rosenbluth's success and his company's is very simple While dedication to customer satisfaction is the norm he has thrived by concentrating on his employees first and his customers second The Customer Comes Second Hal Rosenbluth, Diane McFerrin Peters, 2002-08-20 Tom Peters says Hal Rosenbluth's story is one of the great unsung business success sagas and in this fully revised and updated 10th anniversary edition of *The Customer Comes Second* Rosenbluth and his co author Diane McFerrin Peters offer proof that his leadership style is one for the new millennium The secret of his success and that of his company Rosenbluth International is simple Hal Rosenbluth concentrates on his employees first and his customers second This is a formula that has worked for more than two decades and has transformed his company from a small family business into a global industry leader grossing over 6 billion In this classic on counterintuitive management practice the entrepreneurial genius and visionary leader of Rosenbluth International shows you how to use exceptional service to win in any industry This insightful and compelling book reveals new ideas for hiring motivating and managing employees and shows how best to integrate technological innovation and creative solutions into the everyday work experience to ensure that your employees your company's greatest asset win you the best customers and propel your business to the greatest heights of success Rosenbluth's tried and tested methods show you how to build highly effective teams inspire loyalty and initiative and turn your workplace into a hotbed of synergy where people produce consistently incredible results For more than ten years the strategies and ideas in this book have galvanized CEOs entrepreneurs and managers everywhere making fans of business leaders and thinkers like Jeff Greenfield Scott McNealy and many others These secrets continue to prove themselves today as Rosenbluth International has rapidly emerged as the foremost travel management company since its industry's devastation following 9/11 Find out how Hal Rosenbluth's winning ideas can transform you and your company by putting your customer second you're guaranteed to win *Setting Customer Service Standards* Carol A. Singer, 1994 **Management of Interpretive Sites** Tim Merriman, Lisa Brochu, 2005-10-15 New and experienced managers looking for advice and ideas will find InterPress's *Management of Interpretive Sites: Developing Sustainable Operations Through Effective Leadership* helpful in developing managerial and leadership skills Whether you need to write personnel policies develop a business plan conduct meetings or use interpretive efforts to convince visitors to become stewards of your resource this book contains specific suggestions based upon the authors combined 60 years of experience in running not for profit governmental and for profit organizations **Customer Service Best Practices** Ron Zemke, 1998 **Special Reference Briefs**, 1983 **CIO**, 1992-11-15 Best Practices in Customer Service John A. Woods, 1999 Internal Marketing Tatsuya Kimura, 2017-04-21 Establishing developing or promoting a brand or product in a market stems from aligning of divisions within an organization

with the perspective of providing value to customers an idea which is known as internal marketing Unlike external marketing internal marketing ensures that organizational divisions are aligned in the marketing strategies so that the resultant external marketing is effective and not impeded by internal shortcomings This book provides a comprehensive review of internal marketing research and illustrates the role of internal marketing in enhancing the capabilities of a company s internal resources Putting forward a guiding principle for business practices by considering such questions from a multilateral perspective this book is a must read for practitioners and academics alike *The McGraw-Hill Encyclopedia of Quality Terms & Concepts* James W. Cortada, John A. Woods, 1995 This long needed reference explains more than 600 terms phrases and concepts unique to the world of quality management a world plagued more than most with three letter acronyms and hard to pin down buzzwords Each entry also includes full bibliographic data as well as extensive cross references to ensure that readers can find all the information they want on each topic More than 100 pictorial illustrations round out the text

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change will shape the future Bill Band drives his message home Allen D Meisel M D Vice President Customer Advocacy U S Pharmaceuticals Group Pfizer Inc Bill Band has captured a convincing portrait of enterprise wide effectiveness and described the inescapable requirements for personal and corporate success Touchstones is an impressive fusion of leading edge thought and down to earth examples and advice Dr Douglas Snetsinger Institute of Market Driven Quality Faculty of Management University of Toronto The key approaches to business success in turbulent times are here in one read and with proof they work It s hard hard work to deploy and execute these approaches and to get results but there s no excuse for not knowing what s needed and what works if you read this book J C Barry Goode Director Market Driven Quality IBM Canada Ltd FutureWork Tom Payne,1996 The Firm of the Future Paul Dunn,Ronald J. Baker,2003-04-18 The authors articulate a new theory of the professional service firm that focuses on the real factors of leverage for the firm of the future and which tosses the antiquated theory of leveraging people and hours onto the ash heap of history BOOK JACKET **Small Business Sourcebook** ,2005 A guide to the information services and sources provided to 100 types of small business by associations consultants educational programs franchisers government agencies reference works statisticians suppliers trade shows and venture capital firms *Facilities Manager* ,1996 **Business World** ,1993-07 Forthcoming Books Rose Arny,1994-04 *Literature Review* Andrea Wilger,1997 **Total Quality Service** Sheila Kessler,1995 This easy step by step approach to implementing a quality program in the service industry walks the reader through beginning a quality effort and defines each process or tool Supported by examples and success stories from Baldrige Award winners and hopefuls the book highlights critical concepts

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